The Aviva approach to Good Decisions

Delivering our strategy needs us to transform the business from fix to grow. This means everyone, at every level of Aviva, using the values to make Good Decisions.

**Care More**
Decisions that have the customer, our colleagues, and community at the heart.

**Never Rest**
Decisions that stretch our ambition and accelerate our pace.

**Kill Complexity**
Decisions that create clarity, simplicity, and drive efficiency.

**Create Legacy**
Decisions that create the best result for all of Aviva, for the long term.

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**Get clear on who owns the decision**

At our worst
- We pass decisions up the chain or push them through committees.

**Start with the customer and focus on facts**

At our worst
- We make assumptions and get caught up with bureaucracy.

**Actively look for lessons and share**

At our worst
- We only tell success stories and ignore what went wrong.

**Be real about how things are going**

At our worst
- We say “Things are going fine” and hope that no-one spots the cracks.

**Use our values to make the decision**

At our worst
- We don’t consider all the implications and only take care of our patch of the business.

At our worst...
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**The Aviva values**

- **Care More**
- **Never Rest**
- **Kill Complexity**
- **Create Legacy**

**The Good Lessons Tool**

**The Inquisitive RAG Tool**

**The Decision Ownership Tool**

**Connecting with Customers & the Frame App**

**The Values Decision Tool**

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**The Aviva approach to Good Decisions**

**Decisions**

**Values in Action**

**Good Thinking**